Partner Companies	
2022	
Ata Holding	Analyzing and testing the prospective benefits, requirements of organizational structure, and culture recalibration within the scope of Holacracy Models.
Doğuş Otomotiv	Open-source data gathering to understand the Scania customers of Doğuş Automotive and implement the right sales strategy
Hepsi Burada	Job analysis to implement a bonus system for blue-collar workers in the logistics department.
Microsoft	Hybrid Cloud Competitor analysis & competition strategies to win
Schneider Electric	Creating a more Sustainable Environment for Istanbul Innovation Hub for Head Office.
Shell	Improving Non-Fuel Retail (NFR) sales at retail outlets in Turkey.
Unilever	Improving and re-engineering Unilever's D2C website Unishop to be accessible for everyone
Yemek Sepeti	Analyzing customer and vendor satisfaction analysis among the shareholders
Yemek Sepeti	Improving Accounting Month-Closing Processes

2021	
Adobe UK	Evaluating B2B experience on Adobe.com, research competitors' best practices and capabilities
Adobe UK	Creating a go-to-market strategy for the penetration of Adobe's Creative tools into Education in the Turkish market to foster digital literacy
Akportföy	Digital, Scalable, Efficient Channel Management
Alliance Healthcare	Devising strategies to improve Alphega's public image and ensure a smooth customer experience through innovative marketing campaigns
Alliance Healthcare	Improving the effectiveness of the project selection process by aligning it to AH Turkey's strategic priorities
Eczacıbaşı	To grow Solo in the surface cleaning wipes category, making Solo the first brand that comes to mind in this category and preparing a 3-year marketing plan for the product

Eczacıbaşı	Unibaby- Creating a digital marketing strategy focusing on gen-z to reach the digital perfection of the brand.
Lily İlaç	Support brand strategies through NGCE (Next-Generation Customer Engagement) journey with the integration of new SOA solutions
Microsoft	Developing B2B Marketing strategies for ISVs, and enhancing their digital presence, inspired by B2C marketing approaches
Novartis	Optimization of Health Clinics with the help of simulation programs
Pepsi	To innovate and improve the digitalization of the order taking phase of PepsiCo in order to minimize the cost to serve
Pepsi	Pepsi Kazandirio-Draw, auction, and banner development of KazandiRio application
Pepsi	Market research and analyze the future risks and opportunities and strategize an action plan for some new products

2020	
Akportföy	Improving a chatboard design that increases the accessibility of Ak Portföy and the strengthen the relationship between customers and the company
Doğuş Otomotiv	Improving Digital Customer Experience of WW Commerical Vehicles WebSite
Hyundai	Price elasticity and it is basically can be determined as the effect of price changes on product sales
Novartis	Calculate the number of containers required for the upcoming increased production size.
Novartis	Designing efficient and optimized patient journey with the help of simulation software and creating a decision-making tool for various illnesses regarding their changing attitude.
Pepsi	By conducting quantitative and qualitative analysis, defining the growth opportunities in the beverage category for PepsiCo at the BIM discounter channel, preparing product offerings and conducting the process that will be helpful for the listing of the products at the discounter channel.
Pepsi	Creating the story for change management through a "Case for Change" document, enhancing process selection criteria for RPA

Pepsi	Analyzing the changing consumer behavior due to the coronavirus and creating a dashboard according to the shifts of this new-normal period.
Pepsi	Analyzing the probiotic health drinks' trends, market shares, and investments on them to make efficient and profitable assumptions Kombucha Tea NPD
Pepsi	The visualization of sales insights and the creation of a dashboard on Tableau limited to certain reports
Türk Telekom	The project will consist of the best 5G pricing model for Türk Telekom based on 5G pricing of other operator companies abroad

2019	
And Gayrimenkul	Developing entering strategies into the Chinese market
Microsoft	Using global consumer insights to deliver profitable new business ideas to customers
Mondelez	Creating brand ownership by employees, live act like owners value
Novartis	Elimination of nonvalue-added QC Analysis
Pepsi	Building a data model to structure collected data
Pepsi	Analyzing and reporting 2019 Q2 pilot promoters' performance
Pepsi	Creating a marketing calendar with the product, activation, and promotion activities

2018	
Anadolu Sigorta	Gamifying the sales activities for bank reassurance services of Anadolu Sigorta
Loreal	Establishing Omni-Channel Marketing Strategy for NYX Brand
Loreal	Determining and improving the efficiency of Garnier umbrella brand activities
Microsoft	Creating the most effective self-managed multi-team working structure as a virtual team
Unilever	To work on a mechanism to increase penetration of Lipton through creating marketing and sales activity

Unilever	Increasing the Hellmann's penetration and awareness
Unilever	Improving forecast timetable as well as ease finance to finance and finance to non-finance interactions

2017	
BIC Angel Investments	Finding potential investors for start-ups and facilitating pivots and business development between the start-ups and investors
Doğuş Oto	To increase the workshop productivity by providing fast service of sustainable quality.
GSK	To assess GSK's strengths and improvement areas in terms of the digital transformation process subjective to pharma and nonpharma benchmarks
Loreal	The short and midterm target of the brand is to create a makeup turnaround in Sephora.
Pfizer	To increase pediatric endocrinologist coverage and frequency with multi-channel marketing activities
Schneider	Creating a Strategy for Increasing the Number of Active Customers in Our Loyalty Program for Electricians.
Samsung	To develop the largest drone racing event in Turkey where pilots use Gear VR and spectators can experience VR.
Samsung	To develop a tangible business model for Samsung that can result in revenue generation from IoT offerings.
Unilever	To create a digital strategy for chosen domains serving as sub-platforms

2016	
DHL	Identifying the possible alternative routes or destination port locations in order to decrease the cost and complexity
General Electric Lighting	Redefining GE Lighting's market strategy through SWOT analysis, scenarios analysis, market research, value chain analysis, and pricing strategy
Microsoft	Creating a strategy for introducing Microsoft cloud solutions to new companies
Maven Partners	Geomarketing as a consultancy service, identifying industries and companies that will benefit from geomarketing

Parallel Construction	Establishing the sales strategy and marketing strategy that will increase sales and create the appropriate brand image
Unilever	Increasing field/zone management efficiency to improve shelf availability and in-store presence of Unilever in the Supermarket Channel.
Unilever	Taking back category leadership and bringing volume growth in spreads category through price and place

2015	
Axalta Coatings	Selecting the best serving point for the TMEA region (e.g., should they have certain hubs in the region, such as Turkey, the Middle East, and Africa?)
Coca Cola Bottlers	Calculating the ROIC rates for the production lines in South Iraq and Pakistan in order to determine the value of the investment made
Microsoft	Defining IoT (Internet of Things) strategies & solutions for Turkish companies using (mainly) Microsoft's IoT Solutıon
Microsoft (Open Academy)	Suggesting tactics to support the marketing strategy of Open Academy
Nestle	Building a three-year e-commerce strategy and implementation plan for 2015
PepsiCo	Establishing an innovative multi-category Time & Motion model and category distribution model
PepsiCo	Penetrating chips as a garniture for the dinner table
Pfizer	Improving and activating an online community of professionals among Physical Therapy and Rehabilitation specialists
Yıldız Holding	Preparing a Market Prioritization Scheme for Asia-Pacific Region

2014	
General Electric	Enhancing pre, during, and post-meeting management and giving product messages more efficiently by touching our customers more
Pfizer	Increasing the capability of Vodafone Store staff through standard recruitment, onboarding, training, assessment, and reward processes across the country

Vodafone	Increasing the capability of Vodafone Store staff through standard recruitment, onboarding, training, assessment, and reward processes across the country
Deloitte	Investigating different sectors, understanding the financing dynamics of companies, and ultimately presenting a perspective on how far the credit / GDP ratio can grow in Turkey
Coca Cola Bottlers I	International vendor equipment verification